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The Daily News
All Israel Views

POST

About Ourself

By THE EDITOR

THIS is a personal communication to every one of this paper's readers. It is about ourselves and mainly about the costs of producing a newspaper and the price why, as from today, the price of The Jerusalem Post and of other dailies in Israel in the same class will cost 80 instead of 70 Prutot weekdays and 120 instead of 100 Pruta weekends.

To begin with, the subscriber to this newspaper should know that his subscription money and the price the reader pays the news vendor, defrays but 60 per cent of the cost of production, and that the advertiser makes up the balance. This applies to The Jerusalem Post and, to a greater or lesser degree, also to our contemporaries. This is not so in countries where papers are commercial properties, and where the advertiser provides at least 60 per cent of the paper's revenue and the readership 40 per cent.

THE proportion obtaining in Israel, if as we think it applies to The Post, applies equally to the others, is not regarded as economic. Part of the reason is that the papers are limited to a fixed number of pages. The number of pages we are permitted to print is controlled by Government regulations, and in consequence most publishers, we among them, have limited the number of space open to advertising matter. In this paper, the "ceiling" is 25 per cent of the total space. In the regular four-page issue of 32 columns there are not, as a rule, more than eight columns of advertising, and not infrequently the space given over to advertising is less than that. Thus the price charged for the sale of a quarter of the space pays 40 per cent of the cost of the paper and, at that, the advertiser is not being overcharged.

So then this newspaper might have an inkling of newspaper costing, here are some figures: With the Friday edition, this newspaper carries an average of 57 columns a day, or more than 27 columns of reading matter, as distinct from advertising, at a cost of \$3,500 a day to produce this journal, and every column of letter-press costs approximately \$1.45. A column runs to about 700 words, so that each word you read costs 20 Prutot.

THE paper was not built for profit. It takes pardonable pride in the fact that its revenue from sales and advertisements, and lately from printing jobs, has paid for the paper's running costs. With the present inflationary costs the difference between the paper's income and expenditure is about five per cent of the turnover. This paper is fortunate in two things: that it has never had to appeal for assistance to anybody, but has paid its way from its own earnings; and that it has a Board of Directors and a body of shareholders who at no time demanded of the Editor and the Management to produce profits at the expense of the paper's standard and quality. When there were profits, a very modest dividend was paid, and the rest went into a reserve. With this reserve the paper was able to face the staggering losses during the months preceding the War of Liberation, the War itself, and during the months following.

WHEN the Jerusalem stage was lifted and the paper was reconstructed, and in order to keep going, it fell in line with all other Publishers in the country who were driven to adjust the sales price to the new costs. When it was economically possible, we were happy to charge 10 Mills for a copy. Today's 80 Prutot leave us with a smaller margin of profit, and therefore a more precarious balance, than was obtained from 10 Mills. In other words, the reader is paying more because it costs more to produce the paper; and as has been seen, is in fact paying a good deal less than the cost.

The THIRD MAN Has Returned!

Everybody remembers this great picture. Everybody has been humming its intrigue melody (Harry Lime Theme). Everybody will want to see it again. STARTING 5/7 JAN. 3 AT THE TAMAR CINEMA TEL AVIV A Forum Film Release of its new print.

U.S. Gives Britain Secret Report On Teheran Oil Talks

LONDON, Wednesday. — Henry Byrde, American Assistant Secretary of State for Middle Eastern Affairs, today had talks on the Persian oil question at the Foreign Office. His visit coincided with new moves by the U.S. to end the dispute between Britain and Persia.

The U.S. Embassy today passed Foreign Office experts a full report on the secret Teheran talks designed to find a "face-saving" solution to the Anglo-Iranian oil deadlock.

The report covered a long meeting last Thursday between the American Ambassador in Iran, Mr. Loy Henderson, and Premier Mohammed Mossadegh. They held another two-hour party on the oil problem today.

An American informant here said no firm commitments by any party to the dispute can be expected until after the inauguration of President-elect Eisenhower on January 20.

New Version

According to official British sources, Mr. Henderson has tried to sound out Dr. Mossadegh on a new version — with a few "face-saving" embellishments — of the joint plan presented to him by President Truman and Mr. Churchill on August 30, which Dr. Mossadegh had turned down.

Dr. Mossadegh is believed to have made a counter-proposal. This will be discussed with Britain before any further step is taken.

The new plan proposes that British and American oil companies compete freely for Iran oil production, once the thorny compensation question is cleared. Official sources in Britain feel this could be presented by Mr. Henderson as a chance for Iran to "save face" since various companies will be handling the oil, and not the unpopular AIOC.

39,000 in Jordan Jails, 7,000 of Them Political

During 1952, 39,417 prisoners and detainees were kept in 17 prisons and camps throughout Jordan, according to the Statistical Office of the Jordan Government. Of these, 6,887 were political prisoners or were detained administratively. Of the "politicals," 6,182 were Palestinians, with the Old City providing 4,700. "Politicals" the Old City daily, said yesterday.

A parliamentary committee unanimously decided yesterday morning to abolish the Mandatory emergency regulations providing for deportation, communal punishment and the prohibition of public meetings.

'Foreign Power' Seen Behind Anti-Syria Plot

Jerusalem POST Special Correspondent
Documents found in searches of the homes of some of the Syrian officers and political leaders detained at the beginning of the week on suspicion of being concerned with a plot against the government, link them with "a foreign power." ANA reports from Beirut.

It was believed that communist elements had a large share in the plot. After the current investigations, charges of high treason, for which the penalty is death, will be leveled against confirmed suspects.

While the complete Army censorship on the Syrian press prevents local publication of any news on the present unrest, it is learned in Beirut that the plotters aimed at kidnapping Colonel Shishakly upon his return by air from his visit to General Nagib last week. Simultaneously, Major Hussein Haddad, commander of the tank brigade in the Damascus area, was to have occupied the capital and crushed any opposition.

Political observers in Beirut have paid special attention to the detention of many Syrian officers known to have been closely connected with Shishakly and holding high positions. These include Colonel Mahmoud Shatra, Chief of Army Intelligence, and Major Adnan Malik, Chief Secretary of Army H.Q.

Damascus Attempts To Divert Attention

By Sraya Shapiro, POST Military Correspondent
TEL AVIV, Wednesday. — All has been quiet in Tel Katzir for the past two days. The attacks on the kibbutz ploughmen stopped as suddenly as they began, but there is no indication that they may not be renewed, according to authoritative circles here.

A plausible explanation for the outbreak seems to be that the Syrians are attempting to turn public opinion away from domestic issues by creating disturbances on the Israel border — always a good maneuver.

The attacks had unmistakably been planned by the Syrian Army, who did most of the shooting while the actual operation was entrusted to civilians. These were probably refugees living in the vicinity, for they have not been given permission to settle inside Syria.

Attempts Made To Keep Budget Down

A conference between the Minister of Finance and his financial experts was held in Jerusalem yesterday in preparation for writing the 1953-4 budget.

A Ministry spokesman stated after the meeting that the Government's intention was to present a balanced budget which would not exceed the present one and if possible be lower than it. The current ordinary budget amounts to IL16m.

Arms... And Men

WASHINGTON, Wednesday (Reuters). — U.S. Naval and Marine Corps forces used as much aviation ammunition, including bombs and rockets, in the Korean war as they did in the whole of World War II. A Congressional sub-committee disclosed this in a report it made on the Korean War theatre in August and September.

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Lebanese Premier Threatens to Quit

Lebanese Premier Emile Khairi has informed President Camille Chamoun of his decision to resign, following a dispute with Foreign Minister Musa Sabar on the country's foreign policy, ANA reports.

While in Cairo at the Arab League Committee session last week, Mubarrak charged several Arab states with discriminating against the Lebanon. These charges were made without the consent of Premier Khairi, it was said.

The caretaker cabinet, which consists of senior Government officials, was appointed three months ago following a long Cabinet crisis which ended with the Army seizing power.

E. German Guard Shot

BERLIN, Wednesday (Reuters). — An East German policeman was shot dead by "unknown bandits" on the border of the Soviet and French sectors of Berlin last night, the East German news agency A.D.N. reported today.

The murder took place a few hours after a state funeral was given to a West Berlin policeman, Herbert Bauer, who was killed by Soviet tank gunners last Thursday.

U.K. Sells Egypt Jets in Face Of Belligerence—Hakirya

Treaty Contention Unacceptable
HAKIRYA, Wednesday. — Britain herself suspended arms shipments to Egypt when it was in her interests to do so. Thus notwithstanding her present contention that she is bound by a 16-year-old treaty to continue the shipments it is plain that she believes that considerations of peace can absolve her from the obligation to fulfill her treaties with the Arab states, a Foreign Ministry spokesman said here today.

He was commenting on London's reaction to the statement made by Foreign Minister Sharet on Sunday.

The spokesman said that the Arab governments' assurance in 1936 that arms would be used only for defensive purposes has been entirely violated by their persistent claim that they are at war with Israel.

Egypt officially advanced belligerency as a reason for continuing the Suez Canal blockade when that subject was before the Security Council in August, 1951. The text of the spokesman's statement is as follows:

U.S. to Be Asked To Deny Arabs Arms

WASHINGTON, Wednesday. — Israel is expected to ask the U.S. within the next few days to deny arms to Egypt until she agrees to negotiate peace, informed quarters said here today.

An Israeli official asserted that the Arab air forces now had about 100 jet planes "while we don't have one." He acknowledged that Britain had offered to sell Israel the same number of jets as she sold to each Arab country but he added that Israel was more interested in spending its money on social and economic development.

Israel officials said they were buying arms through commercial channels in America and Europe, but said they were in considerable view of the Arab jet supplies from Britain.

Nasser Repeats War Threat

CAIRO, Wednesday (UPI). — Lt. Colonel Gamal Abdel Nasser, founder of the "Free Officers" Committee which staged General Nadi's coup last July, repeated his warning yesterday that guerrilla war will be waged against the Suez Canal Zone by the Egyptian army.

In a statement over Cairo Radio, he said his warning stood, although it was first made in November.

Abdel Nasser ranks immediately behind Nagib as an army officer, and is his close ally.

The de Havilland Aircraft company has supplied aircraft to any of these countries recently, although several Vampires were delivered to Egypt up to August, 1950. The contracts with Egypt dating from that period have remained unfulfilled. (INA, UPI)

At War
The contention that the Arab governments had given an assurance in 1936 to the effect that they would use the arms supplied only for defensive purposes, cannot be regarded as a binding treaty. They all, and most notably Egypt, have since then persisted in claiming that they are at war with Israel and have continued to perpetrate acts of war against her.

The claim of continued belligerency was officially recognized by Egypt before the Security Council in August, 1951, and in her note to the Government of Western Germany on November 12, 1952. It is true that the Security Council rejected that contention in its resolution of September 1, 1952, and called upon Egypt to discontinue the Suez Canal blockade. Egypt has ignored the resolution and no action was taken by its sponsors, or by the Security Council as a whole, to enforce it.

The powers denying Egypt's claim to belligerency must either prevail upon Egypt to give it up or draw logical conclusions from Egypt's refusal to do so. They cannot consistently with their obligations as members of the United Nations, disregard the fact that all her seemingly peaceful assurances notwithstanding, Egypt speaks and acts as a belligerent.

The present position is highly paradoxical. The Arab states refuse both to make peace with Israel and to shoulder responsibilities for regional defence. These being the cardinal features of their attitude, the arms they receive are obviously intended by them for use against Israel and not for the defence of the region. Yet the Western Powers are prepared to give the Arab states arms, demand that they should not use them against Israel, and invite Israel to ignore the resulting threat to her security.

It is a threat to Israel's security to be a threat to the peace under the terms of the Charter, Article 103 of the Charter states that "in the event of a conflict between the obligations of the members of the United Nations under the Charter and their obligations under any other international agreement, their obligations under the Charter shall prevail."

(Continued on Page 2, Col. 7)

Another Fortnight To Pay Tax Arrears
The Minister of Finance has extended by a fortnight the period during which income tax arrears can be paid without incurring a fine.

During December, IL 5m. had been collected in income tax as compared with the IL 3,500,000 average during the previous months. A Ministry spokesman said in Jerusalem yesterday.

Construction of 3,000 dwelling units in all parts of the country would begin next week, Mrs. Myerson disclosed.

She also reviewed the Government's efforts to promote a transfer of urban workers to the land and said that 1,500 families had moved and the campaign was continuing. Inhabitants of moshavot were also being settled on the land, she said.

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